



Atlas Insight

April 2013

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Happy Birthday Dear Boss ! Whole hearted Wishes from Atlas Family



A leader is visionary

Leaders are made not born

Being a leader requires confidence

A leader is visionary

People look up to a leader

They rely on a leader's wisdom

A leader makes the people

A leader builds confidence

A leader is a true guide

A leader is all the people need

To move forward and grow

Be a leader and you receive respect.

Great leader

Excellent entrepreneur...

Perfectionist...

Encouraging...

Dear Boss you are all these

We feel fortunate to have you around ...

Happy Birthday Dear Boss

Wishing you a wonderful day

Full of pleasant surprises

And cheerful smiles ahead...!



EDITORIAL BOARD

Krishna Kumar. M.V

PUBLISHER

Atlas Logistics
#138, Maruthi Towers
HAL Airport Road, Kodihalli,
Bangalore -560 008
Tel. +91-80-41985000
Fax. +91-80-41153933

insight@atlaslogistics.co.in

www.atlaslogistics.co.in

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Atlas Personal

Mr. Anand. K (CFO), of Bangalore office had been blessed with a baby boy. Let us congratulate him on this occasion.

Mr. Ashwin Rathod, of Ahmedabad office had been blessed with a baby boy. Let us congratulate him on this occasion.

Atlas Achievements



ATLAS Baroda team has been rewarded with the contract of Break bulk Cargo of the clad plates for cross country shipment from Antwerp to Sohar, Oman from M/s LARSEN & TOUBRO Ltd. Weight of the parcel is 300 MT.

This shipment was executed successfully with the help of our agent Manuport at Antwerp under terms hook to hook and coordination.

Team work done by Atlas Baroda !!!

A SPECIAL FEAT



Mr. Ravindra Bhalekar & Mr. Ashok Bhatade from our Operation team (BOM) has successfully completed "G CARD" written examination

Atlas Insight wishes him a very bright future and good luck.

Congratulation to Mr. Ravindra Bhalekar & Mr. Ashok Bhatade !!!

Knowledge

..... EVERYTHING IS JUST A THOUGHT

Wake up and realise that everything is made up of thoughts, just thoughts. Your appreciation of beauty is a thought; your aversion to an object that is ugly is a thought. Your craving or aversion is nothing but a passing thought in the mind. Realise this is just a thought and you will be free.

Knowing a thought as thought brings the freedom. When you know a thought as a reality, that is when you are stuck.

RELATIONSHIPS

The strength of a relationship lies in the ability to accommodate rough patches. How well you handle it gives you skills. Otherwise, how will you get to know how accommodating, understanding and considerate you are? These virtues come up only when you have rough patches.

See the situation as an opportunity to learn how to adapt and how to be accommodating, understanding and considerate. Learn to excel in exhibiting your character rather than changing somebody else.

Power crisis comes as a blessing to Indian ports

Severe scarcity of power on account of fuel shortage has adversely exaggerated various sections, but at slightest one segment is looking at the adversity as an opportunity. Ports and related infrastructure segment is the lone gainer on account of the unprecedented shortage of fuel, coal in particular, for power generation.

Ports, which saw a significant dip in the business a couple of years ago owing to fall in iron ore mining and exports, are, though, sustaining their development momentum on account of coal imports. The situation is expected to continue for the next couple of years as the coal producers could not augment their production in line with the boost in demand for power

Mangroves pose a threat to new container loading facility at Jawaharlal Nehru port

2 people briefed on the matter said, DP World Limited is unable to start building a new box loading facility at JN Port because there are mangrove forests on the land marked for it. This is the 2nd and more serious issue holding up the signing of a contract that will set the project in motion. The INR 800-crore project with a capacity to load 800,000 containers a year is key to JN Port's expansion plans.

DP World, majority owned by the Dubai government, is the world's 4th largest box port operator and already operates a facility at JN Port. According to the model documents framed by the government in 2009 for port tenders, the winning bidder has to sign a concession agreement within 30 days of the issue of a so-called letter of award.

GRI Announcement March 2013

Please be advised that the carriers will increase rates on all cargoes moving from the Far East ports (including Japan) to North Europe, Scandinavia, Baltic States, West Mediterranean and Black Sea as follows: \$ 500 per 20ft (Dry, Reefer and other special containers) \$ 1000 per 40ft (Dry, Reefer and other special containers) Effective from April 14th, 2013 (Bs/lading date

Summer Care - How to Avoid Heat Exhaustion

Heat exhaustion leads to severe effects on skin and body. Care should be taken to avoid heat exhaustion and keep the body cool. The below tips and Technics can be followed meticulously to safeguard from heat during summer seasons

Get out of the sun, drink plenty of water. Ideally you should have plenty of water at least half an hour before you go out into the sun.

Eat more fruits and vegetables. This is because they have fairly high water content and good salt balance. Drink diluted electrolytes.

People who sweat heavily tend to loose a lot of potassium and sodium. There are many over the counter electrolyte packs.

Avoid salt tablets, alcohol, caffeine, smoking and do not bare your chest.

Do not suddenly go out into the sun from an air-conditioned room or do the opposite. Learn to acclimatise slowly.

Dousing your head and neck with cold water will help if it is hot and dry.

Wear light and light coloured clothes. the preferred Colour is white because it reflects the heat. Use cotton or polyester blends because such cloth material can breathe.

Use an umbrella or a hat, preferably one that also shades the neck and is well ventilated.

Losing Temper

When John D Rockefeller ran the Standard Oil Company one of his senior executives made a mistake that cost over \$2 million.

The other executives thought Rockefeller would come down heavy on him and probably fire him. But he didn't. Before he called the man in, he sat down, took a notepad and wrote across the top of it: 'Points in favour of this man'. Then he listed the man's strengths, including how he'd once helped the company make the right decision and earn them millions of dollars.

One of the senior executives who witnessed it later said, 'Whenever I am tempted to rip into someone, I force myself to sit down and compile a list of the good qualities they have. By the time I have finished, I have the right perspective. And best of all, my anger is under control. I can't tell you how many times this habit has prevented me from committing one of life's costliest mistakes-losing my temper. I recommend it to anyone who must deal with people.

So before you jump to conclusions about someone, stop and ask God for wisdom, then sit down and make a list of their best qualities. If you do you may come to a different conclusion. One thing is for sure, you'll approach them with the right attitude and you won't say things you'll later regret.

Three Management Styles

Management style greatly affects employees' motivation and capacity to learn. The most effective managers vary their styles depending on the employee's knowledge and skills, the nature of the task, time constraints, and other factors. By so doing, they encourage and inspire employees to do their best at all times.

The basic concepts presented in this article are derived from the "Situational Leadership Theory Model," developed by Ken Blanchard and Paul Hersey. I was privileged to study with both Professor Hersey and Professor Blanchard at Ohio University. Since then, as a college instructor, coach, consultant, corporate trainer, manager, and facilitator, I have successfully applied the concepts described below with many employees and students in a variety of settings.

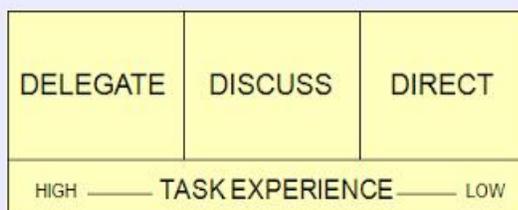
The Three Ds

It is helpful to think of management styles according to the three Ds: Directing, Discussing, and Delegating. In essence, the three management styles boil down to this.

- **Direct** — Tell employees what to do
- **Discuss** — Ask questions and listen
- **Delegate** — Empower employees

Using an appropriate management style helps the employee learn, grow, and become more independent.

3D MANAGEMENT MODEL



Managers need to consider how much experience their employee has had in doing a particular task. Does the employee have the required knowledge and skills to do the task? If the employee has little or no experience a directing style is appropriate. As employees gain experience and know-how, managers need to move to a discussing style and then a delegating style. The goal is to use a management style that fits the needs of the employee relative to the task he or she is assigned.

The Directing Style

Start with the big picture. Provide the context before launching into specifics. State clearly *what* you expect, *how* you expect it to be done, and *when* it's due. Wordy and poorly organized directions confuse, overwhelm, and frustrate employees. It's important to provide the right amount of detail. Communication breakdowns occur when important details are omitted.

- **Communication** in the directing style is predominantly one-way, from manager to employee. The manager imparts information to the employee via verbal or written instructions. The only feedback the manager looks for is "Do you understand the instructions?"
- **Coaching** occurs as the manager tells the employees what they need to do or change. In addition, the manager may demonstrate desired behaviors.
- **Decision making** occurs when the manager defines the problem, evaluates options, and makes a decision. Employees learn how to frame problems, evaluate alternatives, and make effective decisions by understanding the process the manager follows.
- **Recognition** happens spontaneously when the manager praises employees who follow directions and complete assignments correctly. It can be accomplished on a more formal basis through company reward/recognition programs and feedback provided in private manager-employee conferences.

The Discussing Style

Prepare questions in advance. Great discussions don't just happen. Ask one question at a time. Be open, curious, and interested in learning what your employees think and why they think that way.

- **Communication** in the discussing style is two-way (between manager and employee) or multi-way (among employees, or among employees and manager). The manager

asks challenging questions and listens carefully to the employees' comments. Follow-up questions help uncover underlying assumptions, reasoning, and feelings. Employees learn to have opinions and be able to back them up with facts and data.

- **Coaching** occurs when the manager asks questions that require employees to evaluate their own performance. "How do you think you did? What could you have done better? The goal is to encourage employees to examine what they did, why they did it, and what they can do to improve.
- **Decision making** occurs as the manager and employees collaborate and work together to define problems, identify and evaluate alternative solutions, and make sound decisions. Employees learn as they respond to the manager's questions, offer their own ideas, and consider the advantages and disadvantages of each option.
- **Recognition** may be given to employees who express their ideas clearly and succinctly. In addition, employees should be praised for thoughtful observations, creative ideas, building on the ideas of others, and helping the group reach a logical conclusion.

In meetings don't allow one or two employees to dominate the discussion. Solicit everyone's ideas and opinions. Promote broad participation by engaging all employees. After a good discussion it's important to get closure on who is going to do what tasks by when.

The Delegating Style

Assign tasks that are challenging, but not overwhelming. Increase the probability of success for each employee by expressing confidence in his or her ability to get the job done.

- **Communication** occurs as the manager assigns tasks for employees to tackle independently or in small groups. Employees listen and ask follow-up questions until they fully understand what they need to deliver. Managers

need to get periodic updates from employees to insure appropriate progress is being made.

- **Coaching** is accomplished primarily through self-coaching. Employees gain the most maturity and confidence when they are able to critique their own performance.
- **Decision making** happens as employees establish goals, implement plans, and work through issues on their own. They make the decisions.
- **Recognition** most often takes the form of praise and other rewards given to employees who work well independently, meet deadlines, and produce quality work.

As employees grow and develop they want the freedom to make their own decisions and solve their own problems. Such independence promotes maturity and increases motivation.

Summary

Effective managers use a variety of styles. They know how and when to choose the most appropriate one for the specific situation. At the end of each week, managers should assess their own performance with questions like the following:

- Did I use the most appropriate management style for each task?
- Am I asking the right questions?
- What else can I delegate?
- Who's ready to take on a bigger task?
- Are employees becoming more capable and independent?

New Joinees

Maharaja. D

Operation Executive - TRZ

- Atlas Insight welcomes the new joiners to our family

Atlas India Holiday List

April 19 **Ram Navami** (Only for DEL, GOI, IDR, JPR,

Atlas Insight wishes Happy Birthday to

APRIL

ASIF T K	16 TH CCJ
NAGESH H K	20 TH BLR
MADHUSUDANA N	21 ST BCO
RINSON JOSE	23 RD COK
D APPANA	24 TH DEL
VENKATESH RAO	26 TH BCO
MADHUJIT C	30 TH BCO

MAY

ASHOK KUMAR K SINGH	01 ST BOM
PROMOD MANE	01 ST PNQ
HARI PRASAD R	02 ND TRV
RAVI KUMAR M	03 RD BLR
DENNIS ARROJA	05 TH COK
KALLOL BASU	05 TH CCU
RANJEET H CHAUHAN	05 TH BOM
DHARAMVIR SINGH SHAKYA	08 TH DEL
JAYAGOPI V	10 TH CJB
JAGADISH S JATHAN	11 TH BOM
AMIT KUMAR R PATEL	11 TH BOM

Aspire

Transparent

Logistics

Accurate

Service